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## INTRODUCTION TO PUBLIC INFORMATION EXAMINATION

Module/SubCourse: PA0120 Edition: B

**You received a passing grade of 75%.**

Your official grade will be posted to your records within the hour.

Missed Question	Reference
1	N/A
4	N/A
8	N/A
14	N/A
21	N/A
32	N/A
34	N/A
38	N/A
40	N/A
43	N/A
44	N/A

**Situation: A change of command will soon take place on your installation. Brig. Gen. Kyle Baumgartner will succeed Maj. Gen. Thomas Fuller as post commander. You have been tasked with preparing a press kit for the ceremony. So far nothing has been published by anyone. This situation pertains to questions 1 and 2.**

1. The news release for your press kit must be cleared by:

- Your PAO
- Brig. Gen. Baumgartner
- OCPA
- The major command PAO

2. In addition to the news release, your press kit should also include (as

minimum):

- A biography and photo of the incoming commander
  - Bios and photos of the commanders, and advance copies of their speeches
  - Bios on both the incoming and outgoing commanders
  - Photos of the incoming and outgoing commanders, and a diagram of the parade field
3. When available, photos or negatives should be sent with the DD Form 2266. Which type of photographic material does the Hometown News Service prefer?
- Negatives only (bow or color).
  - Color prints and negatives.
  - Slides only.
  - Black-and-white prints and negatives.
4. You are writing a news release about an accident. Study the excerpt from the news release below;

Tommy Tentpeg, 23rd S&T Bn., was one of the casualties in the accident, which is believed to have been caused by the driver falling asleep. Tentpeg is expected to recover. His wife, Bobby Jo, resides at 2177-B Walden Drive, Fort Swampy. An investigation into the cause of the accident continues.

How many violations of the SAPP rule (security, accuracy, policy and propriety) does the excerpt above contain?

- 4
  - 1
  - 5
  - 3
  - 2
5. DOD policy on exclusives states that:
- Exclusives are not permitted under any circumstances.
  - The exclusive must be the reporter's idea.
  - No more than four newspapers can request the same data.
  - The subject of the exclusive must be of obvious news value.

6. The sole authorized source for AFRTS broadcast material, precluding locally produced military programming, is the:
- The station commander.
  - Service broadcast headquarters.
  - SATNET Center.
  - Service programming center.
  - AFRTS-BC.
7. Photos submitted to the Hometown News Center should show a maximum of how many people?
- Three.
  - Four.
  - One.
  - Two.
  - Five.
8. One category of attribution that is **NOT** recommended by DOD policy is:
- Off the record attribution
  - Indirect attribution
  - Direct attribution
  - Background attribution
9. In an overseas area, an effective public information tool that reaches internal and external audiences is the:
- U.S. Information Agency
  - U. S. reporters
  - command information newspaper
  - U.S. Embassy
10. The media list is a:
- Complete listing of all news media in the United States.
  - Regulation detailing guidelines for effective media relations.
  - Listing of all news media in your area.

- Directory of all television stations and newspapers servicing your area.
11. Which of the statements about military public information policies is correct?
- Public information activities are rooted in law and must continue during war.
  - Public information must of necessity take a backseat to command information.
  - Public information has a higher priority than command information.
  - Public information activities are a DOD tradition that must necessarily stop during war.
  - Public information activities are exclusively oriented toward the civilian public.
12. You are assigned to a division-level public affairs office. You have just been notified that one of your command's helicopters has crashed on your post. Only the three-man crew was aboard. Of the three, the co-pilot died in the accident; the pilot and the crew chief escaped with minor injuries. No classified equipment was on board. Your PAO tells you to handle the public information aspects of the situation. When preparing a press kit, the best starting point, if available, is the:
- Post library.
  - After-action report.
  - Photo file.
  - Videotape file.
13. The after-action report is a valuable record of an important event or of a reporter's visit. Its five major components are: the purpose of the visit, background, discussion, problem areas and solutions, and \_\_\_\_\_.
- Recommendations about how this event could have been improved, or could be improved in the future.
  - The statement(s) from the interview subject(s) permitting the use of their quotes.
  - A strip map showing how to get from the main gate to the public affairs office.
  - The reporter's used press pass, meal card and similar documents.
14. You are in the field, accompanying a reporter who has requested a personality interview with a new company commander who is an Olympic athlete. Your itinerary calls for you to be in the bivouac area for several

hours, covering the lunch and dinner periods. Who pays for the reporter's meals?

- The U.S. Olympic Committee pays.
- The reporter himself pays, unless your division commander wants the division to pick up the tab.
- The public affairs office pays.
- The OCPA impress fund pays.
- The commander being interviewed pays.

15. A helicopter crash has occurred on your post, exposing a piece of classified equipment in the smoldering wreckage. In spite of your repeated requests to desist, a civilian photographer continues to snap photos of the equipment. What is your correct response to the photographer's behavior?

- Forcibly relieve the photographer of the camera; if he resists, get assistance from the MPs.
- Cross the security cordon and cover up the classified equipment.
- Request the photographer gives you his film; if he does not, report the matter to OCPA.
- Do nothing at the scene; once you return to your office, call the photographer's news organization and explain the situation to the editor.
- Have the MPs escort the photographer away from the scene and take appropriate action under the Official Secrets Act.

16. When considering a product for release in an overseas area, you must be aware of both Army and \_\_\_\_\_ policy.

- Local Command.
- Overseas press.
- Unified Command.
- Available Media.

17. Infringement of copyright and libel are examples of violations of:

- Propriety
- Accuracy
- Policy
- Security
- Style

18. Which of the following statements is true about the concept of "maximum disclosure with minimum delay?"
- The concept is the basis of the Freedom of Information Act (FOIA).
  - The concept applies only to non-fatal accidents and incidents.
  - The concept is required of all DOD public affairs operations.
  - The concept does not reflect DOD's current information policy.
  - The concept is intended to minimize the amount of information PAOs have to release.
19. AFRTS does not serve which location?
- Japan
  - Hawaii
  - Alaska
  - Greenland
20. Local national and third-country reporters regard all service members as official news sources. Therefore, all inquiries about news must first be referred to:
- No one
  - The local PAO.
  - The unified commander.
  - The U. S. ambassador.
21. There are two factors you must consider first in planning coverage of a multimedia event. They are:
- Pinpointing publics) and clarifying objectives.
  - Weather forecasts and conflicting events.
  - Coordinating staff assistance and traffic control.
  - Determining the time and place of the event.
  - Selecting the moderator and conference site.
22. Ground rules for dealing with media visits \_\_\_\_\_.
- Provide continuity for the visit.
  - Are set by the commander to ensure he retains control of the reporter's copy.

- Manage the logistics involved with the event.
  - Ensure that security and safety guidelines are not violated.
  - Avoid questions that are potentially embarrassing to the unit, the Army, and/or DOD.
23. You are working on the press kit for a major event your post will be sponsoring. A name and number for the point(s) of contact should be on:
- The folder holding the contents.
  - The cover sheet only.
  - Each separate piece of information.
  - The wrap-up news release only.
  - The itinerary and the wrap-up release only.
24. The commander wants to invite civilian media from the adjacent communities to an open house and demonstration of a new piece of equipment. He briefs your boss; the PAO tells you to "get the word out." What are the three points you should refine before you do anything else?
- External audiences, internal audiences, special audiences.
  - Showcasing equipment, showcasing soldiers, showcasing the post.
  - Message, audience, medium.
  - Accessibility of the site, time of event, logistics.
25. When an accident occurs in the civilian domain involving military equipment, the \_\_\_\_\_ may cordon off the area for security reasons.
- On-the-scene commander.
  - Federal law enforcement officials.
  - Local police only.
  - Military police only.
26. The most common method of providing news to the media is in which form?
- Planned or unplanned event.
  - Written.
  - Oral.
  - Visual.

27. The cover story accompanying a Hometown News Release should be written for:
- Delayed release.
  - Joint release.
  - External release.
  - Internal release.
28. You are writing a release for the local civilian newspaper, The Daily Word. Your supervisor told you to correct an error in your copy. The authority for correct designation of monetary amounts is:
- the Federal Treasury Monetary Guide
  - AR 360-5, Army Public Affairs (Public Information)
  - the Associated Press Stylebook and Libel Manual
  - Elements of Style, by Strunk & White
29. Under the provisions of the Freedom of Information Act, which of the following meets release criteria concerning an ongoing investigation?
- Information that would cause charges to be dismissed
  - Information that may disclose investigative techniques
  - Facts that would deprive the defendant of a fair trial
  - Data that would constitute an invasion of privacy
30. You are escorting a media representative. He asks for a change in the itinerary, which would throw your schedule off by about 30 minutes. Several other people have already agreed to see him at the specific times listed on the itinerary. The reporter doesn't want to come back to your post another day for this story. How should you respond to his request?
- Eliminate half an hour's worth of activity from the planned itinerary to compensate for the change.
  - Explain politely that he's asking too much and that you cannot help him under the circumstances.
  - Call your boss and let him decide whether to deviate from the itinerary.
  - Contact the public affairs office with the requested change and let the PAO and the office staff handle the details.
31. The person in charge of conducting a press conference is the moderator. This role is assumed by:

- The public affairs officer.
- The public information officer.
- The information supervisor.
- The commander himself.
- Any of the above individuals.

32. Which of the statements below is the most accurate about itineraries for news media coverage of major events on your post?

- You should have a Plan A for print media and a Plan B for the electronic media.
- Your planned itinerary should reflect the special needs of each visiting news media representative.
- You should have a main plan, plus another plan for inclement weather; more would be too confusing.
- Your itinerary must be rigid, but flexible enough to allow cancellation for inclement weather.
- You should have not only Plan A and Plan B, but should be prepared to make additional adjustments.

33. From a public information perspective, one factor that distinguishes the reporting style of the U.S. press from reporting by the overseas press is:

- Religion.
- Salary.
- Training.
- Advocacy.
- In-depth.

34. Who is responsible for public information activities at the unit level?

- The first-line supervisor
- The public affairs officer
- The commander
- The MACOM public information branch
- The public information officer

35. You are assigned to an overseas public affairs office. Your unit is participating in a major tri-service exercise. Last night two soldiers and two airmen ran into a tree with a military vehicle. The ranking person in the

vehicle was an Air Force master sergeant. Who has release authority?

- The Air Force PAO.
- The U.S. Embassy staff.
- The Army PAO.
- The Office of the Chief of Public Affairs (OCPA).
- The Joint Command PAO.

36. Your first consideration in choosing a suitable site for a press conference is:

- Drawing a strip map.
- Availability of power and light.
- Accessibility.
- Traffic control.
- Inclement weather plan.

37. Which of the following categories is not suitable for release?

- Arrival for duty.
- Retirement.
- Promotion to grade E-4.
- Suggestion awards of \$25.

38. Army personnel will miss their first payday in years due to a lack of government funds, a military spokesman said today. This statement is an example of:

- A violation of the SAPP rule
- Direct attribution
- Off the record
- Indirect attribution
- Background

39. Which one of the following statements regarding news media pools is **WRONG**?

- Journalists will be provided access to all major military units, except for some limitations regarding Special Operations Forces.
- Military public affairs officers should not interfere with the reporting process.

- News media pools are considered a standard means of covering military operations of the U.S.
  - Commanders should be instructed to permit journalists to ride on military vehicles and aircraft whenever feasible.
  - National Media Pool members may use military communications channels to file their stories.
40. The DOD agency responsible for providing joint media print materials for command information purposes is the:
- American Forces Press Service
  - American Forces Information Service
  - Stars and Stripes newspaper
  - Armed Forces Radio and Television Service
41. You are preparing a print news release and photo for mailing to the civilian media. The photo cutline still has to be written. What must the cutline include?
- Identification, background, photo credit.
  - Action, identification, background, photo credit.
  - Identification only and photo credit only, since the accompanying story contains the other details.
  - Action, identification, photo credit.
42. In the event of any incident, it is important to publicize the names of survivors as soon as possible. However, this can't be accomplished until notification of next of kin. Therefore, it is essential to maintain close liaison with the:
- Command group.
  - Crisis management team.
  - Operations section.
  - Post chaplain.
  - Casualty branch.
43. The most common type of interview request by civilian media is for the:
- Opinion.
  - Information.
  - News briefing.

- News briefing.
- Personality.

44. When units of different services are involved in an accident or incident, the names of the casualties will be released to the media by the:

- PAO with area authority.
- AG casualty branch.
- Joint commander.
- Parent service.
- Civilian hospital.

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